O'BRIEN-SHERWOOD ASSOCIATES INC.
57-16 WOODSIDE AVENUE
WOODSIDE, NEW YORK 11377

BD QUESTIONNAIRE
MENTHOL 100's/120's

Here are two brands of cigarettes which I am going to ask you to smoke and tell me what you think of them. You can smoke as many as you like of each. There is no n to rush. (GIVE RESPONDENT ENOUGH TIME TO MAKE A DECISION).

FIRST CIGARETTE

First, try this one (CODE _____). (ALLOW ALL THE TIME NEEDED)

6. Now that you have tried cigarette _____, tell me which box on this card best describes how you feel about it's taste. (SHOW CARD 6 AND LEAVE WITH RESPONDENT).

Dislike It Very Much			Neither Like nor Dislike it			Like it Very Much
☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7

SECOND CIGARETTE

Now, try this one (CODE _____). (ALLOW ALL THE TIME NEEDED)

7. Now that you have tried cigarette _____, please tell me which box on this car best describes how you feel about it's taste. (POINT TO CARD 6)

Dislike it Very Much			Neither Like nor Dislike it			Like it Very Much
☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7

TAKE BACK CARD 6

8. Comparing the taste of the two cigarettes, how would you say the first cigarette you tried, cigarette _____, compares to the second one. Is the first cigarett

Much better tasting ___
Somewhat better tasting ___
About the same in taste ___
Somewhat worse ___
Much worse tasting ___

9. This cigarette (CODE _____) is a high tar cigarette, with 40% more tar than th other one, which is a low tar cigarette. (POINT TO EACH AS YOU MAKE THIS STATEME

Keeping this in mind, what do you think of the taste of the low tar cigarette? Is it:

Much better than expected ___
Better than expected ___
About as expected ___
Worse than expected ___
Much worse than expected ___

10. Now that you've tried cigarette _____, which of these statements best describes how you feel about its taste. (SHOW CARD 10)

It's really good -- wish I tried one sooner ___
It's like any other low tar cigarette ___
I'm not very impressed with it ___

1005449820

Source: https://www.industrydocuments.ucsf.edu/tobacco/

11. What do you think of the smoking satisfaction that cigarette _____ delivers. Is it:

Very satisfying	____
Satisfying	____
Neither satisfying nor dissatisfying	____
Dissatisfying	____
Very dissatisfying	____

CLASSIFICATION

Age:	18 - 35	____	35+	____	
Sex:	Male	____	Female	____	
Race:	White	____	Black	____	Other ____

NAME _____ ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____ PHONE NO. _____

DATE _____ INTERVIEWER _____

VALIDATION # _____ VALIDATED BY _____

1005144871

Source: https://www.industrydocuments.ucsf.edu/docs/fpnk0000